a seller proxy module configured to execute in the auction center, the seller proxy module configured to modify the one or more seller parameters based upon one or more auction parameters for the first product;

a seller notification module configured to receive one or more auction events for the first product auction from a seller, and configured to notifying the seller upon the occurrence of the one or more auction events;

a bidder notification module configured to receive one or more bid events for the first product auction from the bidder, and configured to notify the bidder upon the occurrence of the one or more bid events;

a potential bidder notification module configured to receive one or more auction search criteria from a potential bidder, and configured to identify the one or more product auctions that satisfy the one or more auction search criteria, and configured to notify the potential bidder of the one or more identified product auctions;

a bid processing module which determines a winning bidder for a first auction;

an escrow module which informs an escrow service provider of a result of the first auction, the result includes the first product, the result includes a seller of the first product, the result includes a winning bid for the first product, the result includes the winning bidder of the first product; and

a sale consummation module which receives a confirmation of an exchange of the first product and the winning bid between the seller and the winning bidder, and the sale consummation module removes the first auction from the auction center.

48.   An online product auction system comprising an auction center, the auction center includes a microprocessor operably connected to a storage media, the auction system comprising:

a product information receive module configured to execute in the auction center, the product information receive module configured to receive a first product data associated with a first product to be auctioned wherein the first product data includes one or more seller parameters;

a seller proxy module configured to execute in the auction center, the seller proxy module configured to modify the one or more seller parameters based upon one or more auction parameters for the first product;

a bid processing module which determines a winning bidder for a first auction;

an escrow module which informs an escrow service provider of a result of the first auction, the result includes the first product, the result includes a seller of the first product, the result includes a winning bid for the first product, the result includes the winning bidder of the first product; and

a sale consummation module which receives a confirmation of an exchange of the first product and the winning bid between the seller and the winning bidder, and the sale consummation module removes the first auction from the auction center.

49.   An online product auction system comprising an auction center, the auction center includes a microprocessor operably connected to a storage media, the auction system comprising:

a product information receive module configured to execute in the auction center, the product information receive module configured to receive a first product data associated with a first product to be auctioned wherein the first product data includes one or more seller parameters;

a seller proxy module configured to execute in the auction center, the seller proxy module configured to modify the one or more seller parameters based upon one or more auction parameters for the first product; and

a bid processing module which determines a winning bidder for the first product.

50.   An online product auction method for auctioning products, the method comprising the acts of:

providing one or more auction parameters;

receiving one or more seller parameters;

modifying the one or more seller parameters based upon the one or more auction parameters;

commencing a first product auction associated with a first product, the one or more seller parameters, and the one or more auction parameters;

receiving a first bid data for the first product, the first bid data includes a first bid and a second bid;

receiving a second bid data for the first product, the second bid data includes a third bid and a fourth bid;

setting a current high bid for the first product to be larger than the smaller of the second bid and the fourth bid when a first condition is met;

setting a current high bid for the first product to be to the sum of a proxy increment and the smaller of the second bid and the fourth bid when a second condition is met;

receiving one or more auction events for the first product auction from the seller;

notifying the seller upon the occurrence of the one or more auction events;

receiving one or more bid events for the first product auction from a bidder;

notifying the bidder upon the occurrence of the one or more bid events;

receiving one or more auction search criteria from a potential bidder;

identifying one or more product auctions that satisfy the one or more auction search criteria;

notifying the potential bidder of the one or more identified product auctions;

determining a winning bidder;

informing an escrow provider of a winning bid, the escrow provider consummates an exchange of the first product and the winning bid;

receiving confirmation of the exchange from the escrow provider; and

removing the first product from the auction center.

51.   An online product auction method for auctioning products, the method comprising the acts of:

providing one or more auction parameters;

receiving one or more seller parameters;

modifying the one or more seller parameters based upon the one or more auction parameters;

commencing a first product auction associated with a first product, the one or more seller parameters, and the one or more auction parameters;

receiving a first bid data for the first product, the first bid data includes a first bid and a second bid;

receiving a second bid data for the first product, the second bid data includes a third bid and a fourth bid;

setting a current high bid for the first product to be larger than the smaller of the second bid and the fourth bid when a first condition is met;

setting a current high bid for the first product to be to the sum of a proxy increment and the smaller of the second bid and the fourth bid when a second condition is met;

determining a winning bidder;

informing an escrow provider of a winning bid, the escrow provider consummates an exchange of the first product and the winning bid;

receiving confirmation of the exchange from the escrow provider; and

removing the first product from the auction center.

52. An online product auction method for auctioning products, the method comprising the acts of:

providing one or more auction parameters;

receiving one or more seller parameters;

modifying the one or more seller parameters based upon the one or more auction parameters;

commencing a first product auction associated with a first product, the one or more seller parameters, and the one or more auction parameters;

receiving a first bid data for the first product, the first bid data includes a first bid and a second bid;

receiving a second bid data for the first product, the second bid data includes a third bid and a fourth bid;

setting a current high bid for the first product to be larger than the smaller of the second bid and the fourth bid when a first condition is met;

setting a current high bid for the first product to be to the sum of a proxy increment and the smaller of the second bid and the fourth bid when a second condition is met; and

determining a winning bidder.

REMARKS

Election

In the Office Action, the Examiner required election of one of eleven claim groups. Applicants hereby elect, with traverse, claim group VI, containing claims 38 through 40, drawn to an online product auction system. Applicants reserve the right to pursue the remaining claims in a divisional application.